

# How to Take Your Business to the Next Level with an **AFFILIATE PROGRAM**

CLICKBANK™

Don't just start an affiliate program,



A complete anatomy of the type of affiliate programs that scale and transform online businesses brought to you by ClickBank, a leader in the affiliate marketplace industry for over two decades.



## So, You Want to Start an Affiliate Program?

All savvy businesses are constantly searching for that next customer acquisition channel that will allow you to find and convert new customers profitably. For some, the affiliate marketing channel is exactly what they are looking for.

**“Affiliate Program”** - A paid media channel where you pay commissions to companies and individuals with their own audience or traffic source.

This marketing channel can be explosive. Starting an affiliate program can be one of the best ways to quickly scale new customer acquisition and increase daily sales volume. We have seen companies 5-10x their business in a matter of months with a proper affiliate channel launch.

### Let's pause and address something before we continue...

After being in the affiliate marketing industry for over 20 years, ClickBank has seen and heard a lot. There are some common misconceptions about the affiliate marketing channel that need to be addressed before continuing. Here are some things you need to know:

- It is NOT multi-level marketing.
- It is NOT influencer marketing.
- It is NOT a “get rich quick scheme.”
- And, it is NOT easy to get right.

You might be thinking, **“Okay, that’s great, but is it the right move for my business?”**

That all depends on if your offer is affiliate-ready. This guide will help you understand if you are ready and exactly what you need to do to get there, if not.

Today, affiliate marketing programs are a dime-a-dozen. They’ve become a default channel much like any other token channels that are ubiquitous amongst all marketing teams. They come in all shapes and sizes. Most of the time, these programs are not moving the needle for the business. This is because affiliate programs are often an after-thought and the time and resources required to build a successful program are not invested up front.

In this guide, we’ll outline exactly what you need to focus on in order to start a scalable affiliate program for your business. We’ll outline the main differences that produce the results only a fraction of all businesses ever reach.

**Ready to learn exactly what separates the good from the great affiliate programs and how you can find success of your own?**

**The secret is to focus on building an affiliate marketing program that** **SCALES.**

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# Build an Offer Worthy of a Program



## Who is the ideal candidate for starting an affiliate program?

The single, most critical element that affiliate program success hinges on is the offer.

**The first and most critical step is the strategic planning and building of an offer.**

What do we mean by “an offer?”

An offer is not your homepage. An offer is not an ecommerce store featuring all of your products. Nor is it a landing page.

**An offer is a very specific solution, to a very specific problem, that helps a lot of people.**

Your offer must address the main pain point your target customer is experiencing, explain how your product solves it, and offer a direct call to action (CTA) to make a purchase decision at that moment.



An offer is a very specific solution, to a very specific problem, that helps a lot of people.

We highly suggest starting with a singular offer as you begin building your program. We see far too many programs fail out the gate because they miss this step. Developing a solid offer takes extreme focus and precise iteration to get right. Focus on just one. You'll thank us later.

## How to Build an Epic Offer

### Research and Identify a Primary Pain Point

Conducting preliminary research is the first step to identifying the needs and pain points of your potential customers. The more you know about the niche you plan to enter, the more you can tailor your offer to satisfy buyers, create trust, and build a brand reputation in your industry.

### PERFORM COMPETITIVE RESEARCH

We encourage our clients to consider what their competitors are doing. Understanding what the competition is doing is a good place to start. It can help you avoid certain pitfalls and get a step in the right direction. Checkout what your competitors are doing with affiliates. Are they doing well? Are their offers compelling? Avoid using this research to rip and repeat what your competitors are offering. Use the information you find to orient yourself in your niche. Note what you like, what you don't like, and go forward in your own direction.

Pay special attention to competitors who are currently running programs that are seven figure programs. Focus on the highest selling affiliate offers in your niche. Keep an eye out for referral programs masquerading as affiliate programs as well.



## SURVEY YOUR AUDIENCE

In the startup world, “product market fit” is the buzzword. In our world, it’s all about “affiliate offer fit.” To attain this critical fit, you must start by listening to your market. In this case, listen to affiliates and what they would be interested in promoting to their niche.

There are many ways you can approach this, but here are a few resources to help you get started:

- [How to Survey Your Audience](#)
- [Market Research Survey Ideas](#)
- [Finding the Right Pain Point](#)
- [Discovering Pain Points](#)

## Craft Your Story and Build a Sales Page

Crafting your story and building a sales page may seem simple, but it is difficult to get right. Successful stories and sales pages effectively sell a product with an engaging narrative. The goal is to reach a high conversion rate from visitor to purchase.

## CRAFT YOUR STORY

Your goal is to craft and tell a compelling story about your product. You must illuminate your product as a solution by showing through your story how it solves an identified pain point. After witnessing thousands of product launches on the ClickBank platform, we can confidently tell you: *stories sell*. Spend the resources required to craft the right story.

This often requires hiring a professional copywriter. Specifically, we suggest hiring a copywriter with direct response and sales copy experience. This is a highly developed skill and it’s worth every penny.

If you’d like to take a swing at it, here are some useful resources:

- [Writing Seductive Sales Copy](#)
- [15 Tips for Writing Killer Sales Copy](#)
- [Put the Power of Story Into Your Copy](#)
- [Cracking the Code of Effective Storytelling](#)
- [One Secret to Keep Your Reader Reading](#)

## BUILD A SALES PAGE

A sales page is a specific type of landing page with one very specific goal — get the visitor to make a purchase. A sales page is one page that can vary in length. This is where your story will live.

Here are a few basic traits of the anatomy of successful sales pages to get you headed in the right direction:

- **A single page format.**  
Limiting your story to a single page is a reliable method to increasing conversions. Telling the complete story, only highlighting the most important information, and only asking the user to do one thing is why keeping this to one page is important.
- **Fast page load speed.**  
Page load speed ensures that your content gets in front of potential customers quickly.
- **Plenty of white space.**  
White space on a page isn’t “wasted real estate.” White space helps viewers navigate the information and efficiently work through the story and flow of the content.

- **Most important info “above the fold.”**  
“Above the fold” means the area on the screen before the viewer has to scroll. It is recommended that all important and salient information about your offer is presented on the first and initial screen that the viewers see.
- **Features a story.**  
The story about your product must be easy to read, relatable, simple to follow, and compelling.
- **Clear, simple, and persuasive copy.**  
Stay away from run on sentences and superfluous language. Readers like straight forward messaging that is engaging.
- **Low on design and high on function.**  
Choose every element on the page carefully. Everything on the page is there only if it is necessary to persuade the visitor to purchase. This page does not have to be super “brand heavy.” Your content should be the star of the show. Don’t distract the user from your copy.
- **Consistent, immediate calls to action.**  
Your sales page should feature high contrast buttons and text links that use consistent language to encourage the viewer to the same action: purchase now.
- **Utilize scarcity tactics.**  
Scarcity tactics are often used to evoke a sense of urgency in the buyer. This can be things like limited quantity or time.
- **Social proof.**  
Social proof is an important part of any effective sales page. Utilize testimonials, reviews, and case studies. Make sure that you follow [FTC guidelines](#) though.



Examples & Links:

- [How to Build Non-Sleazy Sales Pages](#)
- [Building Sales Pages That Convert](#)
- [Sales Page Examples](#)
- [20 Sales Page Examples](#)

### Optimize Your Conversion Rate

The conversion rate of your offer is the verification that you’ve identified the right problem; that you’re telling the right story; and that your sales page is performing as it should. This metric has a deep and widespread impact on your entire affiliate program. Affiliates will be directing their valuable traffic to your offer. If your offer does not convert that traffic for them, they don’t get paid. If they don’t get paid, they will simply find a different offer that does convert.

- **Split Testing**  
Spend the time to test, re-test, and test some more until your sales page performs at the best level possible. Split testing (or A/B testing) is absolutely essential. It is an effective way to systematically improve your conversion rates using data. There are many things you can test and small tweaks can often make a big impact on conversion.



Examples & Links:

- Read more about [split testing](#).

## Build an “Offer Flow”

This step is all about increasing your average order volume (AOV). This will increase your margins which will give you more flexibility for affiliate commission payout. More commission payout will make your offer more attractive for affiliates to promote.

Building an offer flow is about building the experience your customers have after their initial purchase decision. Once a customer clicks on your purchase CTA from your sales page, there are a variety of tactics you can use to increase this initial order amount.

It's important to note that a good AOV is relative to the number of conversions your offer is yielding. You might have a great AOV but a small number of transactions. This won't lead to a successful program. You need to strike your balance between AOV and conversion volume.

### UTILIZE TRIED AND TRUE OFFER FLOW TACTICS

Here are some of the most common tactics for increasing AOV:

- **Order Bumps**  
An order bump exists on the order form and occurs before a purchase is complete.
- **Upsells**  
An upsell flow kicks off after a customer has completed a purchase.
- **Minimum Cart Value/Minimum Price Discounts**  
This is when you set a minimum price your customer's cart must reach in order to unlock a discount or offer.
- **Time Limit on Offer**  
Set a limited time duration associated with an offer.
- **Package Deals**  
Pair your offer with a complimentary product and discount.
- **Incentivize Purchase**  
Offer free gifts, cashback rewards, credits, bonus products etc. to incentivize buyers to commit.



Examples & Links:

- Read more about [how offer bumps and upsells work on ClickBank](#).

## Tip the Economy of Scale in Your Favor

The outcome of building an epic offer means that the economy of scale will begin to work in your favor. All of these factors begin to build on each other and the output is profit with higher margins. The higher your profit and margins, the more you can put back into scaling and putting more volume through it. Here's an example:

Here's an example:

- Dave sells a health supplement product for \$40.
- The cost of goods for the product is \$10.
- After his offer bump and upsell flow the average order volume is \$60.
- He pays 40% commissions to his affiliates.
- After taxes, fees, affiliate payout, and cost of goods, Dave earns about \$18 per product sold. This means he could take \$10 of pure profit and invest another \$8 to increase commissions, incentivize affiliates, or invest in traffic of his own.
- Furthermore, Dave knows that once he gets that initial order from a customer he

can ascend that customer to increase their lifetime value to over \$100. This means he could further increase his affiliate commissions to gain even more new customers through this program.

### **How much should you pay your affiliates in commission?**

According to Thomas McMahon, senior business development manager at ClickBank, sellers need to be competitive with their commissions in comparison to their competitors but should stay within what they can afford based on profit margins. The better your margins, the better you should make your commission rates to further incentivize your offer.

For a more indepth view into how to pay your affiliates, check out Thomas's [video on how much commission you should pay your affiliates](#).

### **What goes into calculating the right commission rate?**

Product price, commission percentages, joint venture, cost of goods, fulfillment and shipping, net revenue per sale — it all has to be factored in to set your commission rate for your affiliate program at just the right spot. The goal is to find that sweet spot where you're acquiring the max amount of new customers through affiliates motivated by a high commission while still maintaining a good net profit.

- **Commission Tiers We've Seen Work at ClickBank:**

**Digital offers** - 75% to 100% commission range

**Physical offers** - 35% to 60% commission range

**High ticket offers (above \$100)** - 30% to 60% commission range

- **Commission Calculator Tool**

We also have this handy-dandy [Commission Calculator](#) Google Sheet you can use to model your economy of scale.

Without a killer product that converts traffic at a profit to your business, you won't be able to have the engine that's critical to move your affiliate program car down the road.

Once your offer is solid, it's time to move to the next phase, increasing your customer lifetime value.



Examples & Links:

- [ClickBank's Commission Calculator Spreadsheet](#)
- [\[VIDEO\] How much commission you should pay your affiliates](#)



# Increase Your Customer Lifetime Value

Customer lifetime value is the average total revenue you earn from a customer over their entire lifecycle with your brand. This differs from the initial order amount number we talked about earlier in this guide. This section will cover why this metric matters to your affiliate program and how to increase it.

**The goal of building a great offer is to acquire new customers for your business.** The secret sauce of a scalable offer and affiliate program is related to what you do after you have acquired that new customer.

The majority of our biggest clients are leveraging affiliate programs for customer acquisition, not for new profit. They are giving the lion's share away and monetizing their customers with cross-sells, ascension products, or third party offers where they act as the affiliate themselves.

Your affiliate program will be acquiring an audience, a captive individual with a willingness to buy. What you do with this user is what dictates your profit and your long term success.

A prime example is Coca Cola. Coke spends millions to get you to take the first sip. That's when they begin making money off of you. You will be paying affiliates to help you get a customer to take that first sip. Then, it's your job to begin making money off that customer.

Let's break down the most common tactics for increasing customer lifetime value.

## Cross-sells

This tactic is simple. Instead of just selling a customer one of your products, cross-sell them multiple related products.

There are two main types of cross-selling. The first is to form partnerships with other businesses. This can be a formal or informal partnership with a business that offers a complimentary product to yours. These arrangements can work on many different levels and dimensions. But the core value is that you share a similar audience and you can refer each other business in exchange for payment of some form. This works especially well when the two products sold together are more valuable than the two products on their own.

The second type of cross-sell is to your existing customers. This is simply offering a related product you have to your existing customers. For example, you may find that when you initially sell them a web design course, those customers often purchase your copywriting course as well. Look for naturally occurring product clusters and purchase behavior and turn these into strategic cross-sell journeys in order to increase the lifetime value of your customers.

## Ascension Products

Ascension products are products that are your next-step for a customer during their journey. You will use your initial purchase as a trip-wire which begins their journey to make this next purchase. These ascension products are purchases that multiply your customers' LTV for your business.

Ascension products often look like the following:

### **MEMBERSHIPS/SUBSCRIPTIONS.**

These are recurring purchases that automatically occur in a given time period. Monthly subscriptions are the most common. These can create some of the highest LTV customers when customers are retained month after month.

### **HIGH TICKET PRODUCTS.**

These are products that have a higher purchase price and take place once the customer has been able to get to know you and your brand. You must ascend your customers to a higher level of trust in order to convert them on these offers.

## Retention

This is an often overlooked tactic for increasing lifetime value (LTV). The relationship should go beyond the first date. The first purchase should be the beginning of a great experience with your product. Investing in support and customer service will drastically impact your ability to re-convert customers down the road and/or retain your memberships and subscriptions. The common saying "it's cheaper to keep a customer than acquire a new one" is common because it's true. Reduce your customer churn. Focus on the quality of your product. Retain your customers. Your LTV will rise.

## Act as Affiliate for Third Party Offers

After you acquire all of these new customers through your affiliate program and increase their LTV through retention, there is one other tactic to consider: monetizing your email list. As you build lists of customers you know are interested in your niche, consider acting as an affiliate yourself to promote another related product in your niche. The revenue you make as an affiliate will go straight to your bottom line because you're simply leveraging an audience you already own. Send a well-crafted email out and watch the affiliate revenue come in. No media buying. Just hit send.

After you work towards increasing your customer lifetime value, it's time to consider the next phase: finding the right people to help you run your affiliate program.

# Find the Right People to Run Your Affiliate Program

Alright, you have an awesome offer and you have a plan to hit your customer lifetime value goals. Now, how do you pull it off? This is where finding the right people to run your affiliate program is critical.

You may have the right people currently working for you. If that's the case, congratulations! Finding a good team is hard. Or, it may just be you, wearing all the hats for a while. Or, it may be time to seek out, recruit, and invest in talent for your business. Here are a few roles you may want to fill:

## **CEO**

This position gives the team leash and resources to run the program right. They cast vision and guide the overall direction of the program as it relates to the core business. When you're a solopreneur, you fill this role.

## **AFFILIATE MANAGER**

Our strongest recommended position you create and fill is the affiliate manager role. This role is a B2B (business to business) development role that will be recruiting affiliates for your program. This person should be outgoing, sales-minded, a people person, and a straight up hustler. The success of affiliate programs often hinge on this person's ability to acquire the right affiliates to promote their offer.

## **COPYWRITER**

Our second strongest recommendation is to invest in a copywriter. If you don't hire a full time copywriter, at least bring one on as a contractor. Seek out the best you can afford with long form and sales copy experience. This individual will play a key role in developing your offer, pages, swipes, emails, ads, and much more. If hiring a copywriter is not possible for your business, there are a ton of [resources and training](#) available online, but this is a very highly developed and specific skill that takes a serious investment.

## **LIST MANAGER**

This individual manages your email lists and sends. They are detail oriented, data driven, and all about the numbers. It helps when they have writing and sales skills as well, in case they need to create some ad hoc emails.

## **DEV/TECH**

Affiliate programs will all have technical tasks that require completion. It's an unavoidable fact. It's important to have someone on your team to take care of needs related to [integrations](#), IT, development, and anything related to technology.

## **WEB DESIGNER**

We encourage you to find a web designer who is conversion focused and has [conversion rate optimization](#) experience. Don't hire someone who just focuses on aesthetics. Ideally they will have experience with sales page building and using tools like [Clickfunnels](#) or similar experience.

### **PROJECT MANAGERS**

Sometimes this is the CEO. Sometimes the affiliate manager wears this hat, too. In an ideal world, you'll have a dedicated body for this. This individual should be detail oriented and task oriented to ensure things come together at the right time. They herd the cats and make sure things get done.

### **CUSTOMER SUPPORT**

Customer support becomes pretty important when you start scaling. Without a doubt, customers will experience issues. The customer support team member will take the crap and turn it into lemonade for your business. This will become a recruiting tool for acquiring affiliates. If they know you have dedicated support it will give them even more peace-of-mind when promoting the offer.

**Speaking of recruiting affiliates... that's what we're going to look at next.**

# Recruit and Test Affiliates

Let's be clear — this is not a “build it and they will come” situation. Having a great offer is only the prerequisite you must have to begin promoting the offer to affiliates and recruiting affiliates to partner with your brand.

This takes work. Lots of work. Hustle to be more specific. This is why we strongly recommend hiring a full time affiliate manager to take on this challenge.

**You need an individual to own this area within your organization.**

Key roles for this individual will be finding affiliates, recruiting affiliates, pitching offers, and identifying and joining platforms that help (like ClickBank).

## How to Find Affiliates for Your Program

Here are a few methods for finding affiliates to promote your program. It's important to convey the attractiveness of your offer, the themes of your story and brand, and, essentially, what's in it for them.

### DEVELOP YOUR PITCH

You will need to be able to clearly articulate why your offer will convert, what kind of customer will convert, and how much affiliates will make per conversion. This is all about convincing affiliates to partner with you. Oftentimes sellers will [create pages](#) to refer interested affiliates to in order to give them this pitch and what they need to be successful.

Thomas McMahon, Senior Business Development Manager here at ClickBank, covers the top 3 ways to attract affiliates to help promote your products in [this video](#).

### NETWORK YOURSELF OR HIRE AFFILIATE MANAGER TO NETWORK

Whether you decide to fill the role, or you hire someone to do it for you, get out there and network. Go to events like [Traffic and Conversion](#). Cut deals on the fly. Network face to face. This legwork will pay huge dividends.

### COLD OUTREACH

Engage online. Join and interact on Facebook groups and other online communities. Use your pitch. Put your sales pants on and hammer the pavement.

### WORK WITH AFFILIATE NETWORKS

One of the awesome benefits of working with a solution like ClickBank is our [affiliate marketplace](#). This can add a lot of fuel to the fire here. But don't rely on this network for your initial traction. Get the ball rolling. Start working with affiliates and then compare those relationships to what exists on the network you work with.



## CONSIDER ALL THE ANGLES

Keep these things in mind when recruiting and testing affiliates:

- Who has the traffic and how can you connect with them?
- Who's the audience and where are the affiliates who have access to them?
- Know your numbers and know what these affiliates need.  
How do these affiliates like to get paid and how much?
- Are there places I'm not looking that I could explore?  
Look at affiliate networks, Facebook groups, etc.
- Tap your network.
- Don't start with top affiliates. Test and optimize first. You often get just one shot.  
Don't fire this bullet too early. Start midsize and work your way up to top affiliates.
- Be transparent. Tell them if this is a new offer. Set the right expectations.
- Create incentive for them to try. EPC guarantees, or other incentives.
- Don't forget to ask for testimonials as you go.

Once you start building an affiliate base, it's time to consider how you will scale your affiliate program. We cover that in the next section.

# Scale and Manage

Alright, you've got the offer, you're ascending your customers to a healthy lifetime value, and you're recruiting affiliates. Congrats! You have an affiliate program.

## **Now, how do you effectively manage and scale it?**

That's exactly what we'll cover in this final section.

Once you have recruited affiliates and they are transacting orders for your offer, the next challenge is managing and scaling them. Scaling a program can be incredibly difficult without the right tools and processes in place.

[ClickBank](#) has been empowering entrepreneurs for over 20 years, in 200 countries with over \$4 billion in commissions paid. You could say we know a thing or two about scaling affiliate programs. ClickBank was designed to help sellers like you build, market, and scale your offer. We are the only global marketplace that enables sales growth without growing the work, so you can focus on scaling this new affiliate program of yours.

How does ClickBank enable unlimited scale? Well, we take care of the work that can hold you back from growth. For example, payment processing, fraud protection, and taxes — to name a few. On top of that, our affiliate marketplace helps connect you with affiliates who are eager to promote your product. Learn more about selling your offer on ClickBank and all the features that help you scale [here](#).

Without further ado, here are ClickBank's hottest tips to help you scale your business and become the next affiliate program success story.

## **OPTIMIZE YOUR AFFILIATE RECRUITMENT TACTICS**

As you continue to grow, you will discover certain channels and sources where your best affiliates come from. Watch the performance of your affiliates. Look for rockstars and ask yourself where they came from and how you can find others like them. We've noticed that success breeds success when it comes to affiliate momentum. Once you have some affiliates working well with your offer, this tends to build on itself and other affiliates who promote similar offers will naturally find your offer and be attracted to it.

## **PAY YOUR AFFILIATES ON TIME, EVERY TIME**

One of the most important affiliate satisfaction levers you can pull is the payment lever. Affiliates require consistent payment. On-time payment is where ClickBank shines.

ClickBank helps you automate affiliate payments and make it seamless for you and your business. Make sure your affiliate program pays your affiliates on time, every time.

Paying your affiliates on time is something that can become incredibly challenging as your affiliate program scales. If you don't have the right process and solution in place, it'll blow up on you and cause massive damage to your program.

Also make sure you pay attention to how your affiliates prefer to be paid. There are many different models out there; CPM, CPA, revenue share, etc. You must balance what's best for your business with what your affiliates want. There are definitely advantages from your standpoint as a seller to certain models over others. Revenue share, for example, protects you as a seller since you only pay your affiliate when they make an actual sale.

### **FIND A TAX AND REMITTANCE SOLUTION**

As you begin issuing hundreds and thousands of affiliate commission checks, you'll soon discover how big of a headache things like 1099s, W9s, and tax remittance per state and international laws can become. Finding a partner like ClickBank to help you track, manage, and pay all of this can be a real lifesaver. This is another huge hurdle that often blocks a business from scaling their program to its full potential.

### **SELL YOUR PRODUCT IN AN AFFILIATE MARKETPLACE**

Placing your product in a [marketplace](#) like ClickBank where there are over 100k affiliates and product owners already can greatly increase the exposure of your program. ClickBank also helps by providing JV contracts (joint-venture contracts) for visibility enhancements.

### **AVOID LEGAL COMPLIANCE ISSUES**

ClickBank has an entire department dedicated to helping you with FTC and FDA compliance.

### **KEEP A PULSE ON PERFORMANCE WITH REPORTING**

Make sure you're tracking your key performance metrics for your offer and affiliate performance. ClickBank will help you track clicks, order form impressions, and sales by default. Learn more about ClickBank reporting [here](#). This will help you identify potential issues as well as top performing affiliates to build and strengthen relationships with.

### **PAY ATTENTION TO QUALITY**

Chargebacks and refunds can quickly stunt the growth of your program. If you start getting penalties because of high chargebacks it can have a huge impact on your bottom line. ClickBank has fraud prevention software built-in to protect your business from rogue affiliate sign-ups etc. Pay close attention to the traffic quality from your affiliates. Manage the right affiliates. Give good affiliates more and further incentivize them. You can also protect your brand by blacklisting affiliates that have shown negative signals. Establish a solid affiliate policy that defines how you will stop bad things from happening when they eventually arise.

### **DON'T LET PROCESSING CAPS HAMSTRING YOUR GROWTH**

When your daily sales volume takes off because of your program, processing caps can quickly put an end to what would have been a banner day for your business and turn it into a nightmare. ClickBank has no processing caps or mid-balancing you have to worry about. You don't need approval by Visa, Mastercard, Amex, or Discover.

### **CENTRALIZE RESOURCES FOR AFFILIATES AND CREATE SELF-SERVICE PLATFORM**

When you host your offer on a marketplace like ClickBank, you'll love how it empowers your affiliates to self-service their needs and promote your offer with minimal hand holding and limitless scale. If you want to control every facet along the way, we'd recommend you go the self-hosted route. This is much more difficult to scale and requires a lot more effort on your end.

### **FORM STRATEGIC RELATIONSHIPS**

Whether it's your ClickBank account manager making an introduction on your behalf, or your own personal networking at a tradeshow, never stop building connections. Your next handshake could easily become your next biggest deal. ClickBank clients enjoy tapping into our deep rolodex of some of the industry's biggest names. Connect. Collaborate. Learn.

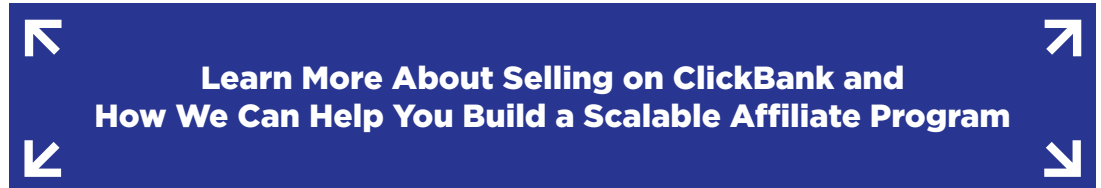
### **WORK WITH TOOLS THAT PLAY WELL WITH OTHERS**

As you build out your offer and begin optimizing your affiliate program, you'll quickly discover the need for integrations. These integrations are an important piece of the puzzle

in order to scale. Work with a company like ClickBank who integrates easily with the tools you're already using. Checkout a few of our [integrations](#) and robust [APIs](#).

#### **LOOK FOR RELIABILITY AND COVERAGE**

ClickBank is a global leader in online retail of digital and physical products, with more than 200 million customers and distribution in over 200 countries, for over 20 years. ClickBank is the only global retailer that covers everything. From accounting to compliance, ClickBank optimizes the performance marketing experience for affiliates and sellers alike. We offer 99.99% uptime, proven and reliable order form, and reliable payments on-time, every time.



# Conclusion

**When it comes to creating a successful affiliate program, the sky's the limit.  
When you partner with ClickBank, there is no end to your scalable frontier.**

ClickBank is the only global retailer and affiliate marketplace that empowers entrepreneurs and brands to sell their products online through performance marketing and automation of everything, from customer payments to affiliate paychecks. From building your offer, to recruiting and managing affiliates, we've got you covered. Choose a top tier trusted partner and come scale with us!